

REQUEST FOR PROPOSALS
FOR ASSISTANCE WITH LAFCO APPLICATIONS AND OTHER
PROFESSIONAL PLANNING SERVICES AS MAY BE NEEDED

Experienced Planning Consultant Services Needed From
October 2022 – To Approximately December Of 2023



City of Gonzales
P.O. Box 647
147 Fourth Street
Gonzales, California 93926

Distribution, Monday, October 10, 2022

Deadline for Submitting Responses to this Request - Monday, November 7, 2022 4:00pm

Deliver to:
Taven M. Kinison Brown
Community Development Director
tkinisonbrown@ci.gonzales.ca.us

NOTICE IS HEREBY GIVEN that the City of Gonzales is seeking professional planning assistance with LAFCo applications, development review activities and reporting, and advanced planning services as may be needed. Presently, the City is reviewing two draft specific plans as well as an agricultural industrial cooler/processing facility within the City's existing Sphere of Influence. Upon approval and recommendation by the City Council, all three projects will require consideration by the Monterey County LAFCo for extending the City's incorporated limits around these project areas (incorporation).

Responses to this Request for Proposal (RFP) will be received at the City of Gonzales, Community Development Department, 147 Fourth Street, Gonzales, California 93926 until 4:00 pm on **Monday, November 7, 2022**. Electronic submittal to tkinisonbrown@ci.gonzales.ca.us by the same date and time will be sufficient, followed quickly by 3 hard copies the next day as described herein.

The City will receive questions concerning the Request for Proposal via email to Taven M. Kinison Brown, Community Development Director, tkinisonbrown@ci.gonzales.ca.us until Friday October 28, 2022, at 5:00 pm. The City will respond to questions by the end of business, Tuesday, November 1, 2022.

Sole responsibility rests with the bidder to ensure that their proposal is received on time at the stated location or email address. Proposals received after the specified date and time will not be considered.

Proposals shall conform to the specifications of the qualifications and costs contained in the ***Request For Proposals For Assistance With LAFCo Applications And Other Professional Planning Services As May Be Needed – issued October 11, 2022***. The City reserves the right to accept or reject any or all proposals or any combination thereof, to waive any informality or irregularity in the proposal and evaluation process and make award in the best interest of the City.

Proposal Forms: Proposals shall include the total cost and be signed by an authorized company representative. The proposals shall be submitted by the deadline electronically and in one sealed envelope entitled: ***Request for Proposals For Advanced Planning Services***.

Project Award: Complete proposals with qualification statements will be evaluated by the City of Gonzales and may include calls and an interview. Staff will make a recommendation on a consultant to the City of Gonzales City Council for approval and authorization to negotiate and execute a consulting services agreement to provide the requested services.

The City reserves the right to reject all proposals and to negotiate final contract terms with any selected consultant.

CITY OF GONZALES, Dated October 11, 2022

Published by: Taven M. Kinison Brown, Community Development Director

Published on: October 11, 2022

I. Introduction

The City of Gonzales is seeking advanced planning services with several City applications to the Monterey County LAFCo within the City's existing Sphere of Influence and other planning tasks and services as may be directed by the Community Development Director.

After roughly 14 years without a single substantial residential development being constructed in the City of Gonzales, the City is presently reviewing two pending specific plans for 3,498 homes and ~2,000 homes respectively inclusive of school sites, neighborhood greens, a central park, multiple smaller parks and walkways, neighborhood commercial centers, and the option for several civic and public facilities. Additionally the City has taken the lead in processing the development review, CEQA review and annexation proposal for a 313,800 square foot agricultural processing and cold storage facility. All three projects, upon approval and recommendation by the City Council, will require consideration by the Monterey County LAFCo for consideration of extending the City's incorporated limits around these project areas (incorporation).

Additionally, the City is engaged in securing a separate consulting firm to prepare the City's 6th Cycle Housing Element and has other needs to update the City's Conservation and Safety Elements. And in light of great business and civic interest in expanding existing and new agricultural processing facilities, the City is also having to address wastewater treatment system capacities, fresh groundwater well capacities and storage, and other systems.

The City anticipates hiring a very experienced planner for 2 days /16 hours a week or more, for a period that would shepherd the industrial agricultural facility and specific plans through the LAFCo processes under the guidance and direction of the Community Development Director. The City anticipates a candidate with strong project management skills, drive to complete tasks on time, completely and with high professional quality. *The LAFCO applications and City growth into its adopted Sphere of Influence will be high profile applications for the City of Gonzales, LAFCo and the County of Monterey.* While some remote working will be acceptable, in-person meetings and regular on-site office work at City Hall will be expected.

II. Setting

Located in the heart of the Salinas Valley, the City of Gonzales is a vibrant, rural agricultural community of 8,647 residents nestled between the rolling Gabilan Mountains and the picturesque Santa Lucia Range. Centrally located on scenic Highway 101 in Monterey County, Gonzales is 16 miles south of Salinas, 35 miles southeast of the Monterey Peninsula and 62 miles southeast of San Jose. Gonzales enjoys a beautiful natural setting and is a safe, friendly, family-oriented community with a relaxed pace of life.

For additional context on the Community of Gonzales, please follow the attached links:

<https://www.zocalopublicsquare.org/2017/09/18/small-speedy-gonzales-city-move/ideas/connecting-california/>

<https://www.zocalopublicsquare.org/2020/05/19/gonzales-california-central-coast-15-year-fight-universal-broadband/ideas/connecting-california/>

<https://www.zocalopublicsquare.org/2022/05/17/fabiola-moreno-ruelas-gonzales/ideas/connecting-california/>

<https://www.zocalopublicsquare.org/2019/01/14/small-california-farm-town-puts-kids-first/ideas/connecting-california/>

III. Scope of Work

The *primary tasks* would be to prepare two annexation application packets and submit these to City Staff for review and then to LAFCO as part of the Vista Lucia Specific Plan annexation application and the Rianda Family Trust Agricultural Cooler application package¹. The consultant will complete the LAFCO annexation application forms and gather supporting materials identified in the LAFCO Application Checklist. Components of LAFCO annexation applications include:

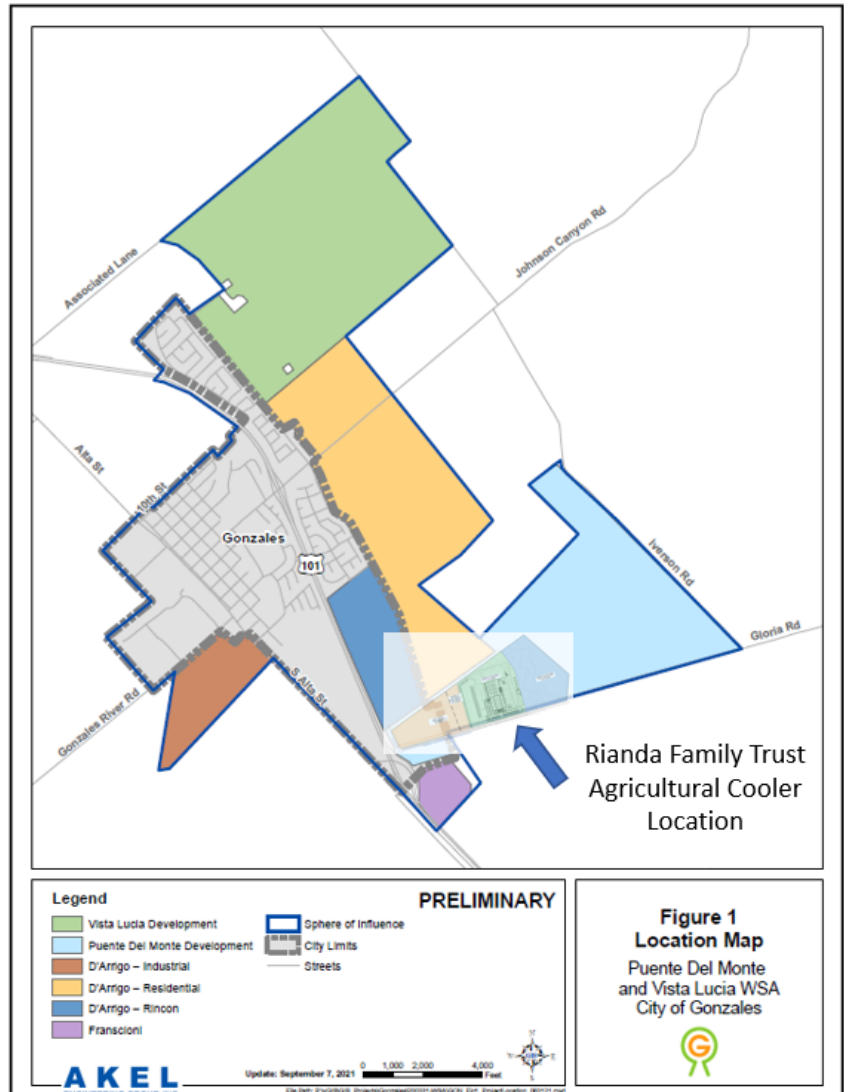
1. Cover Letter/Written Request for LAFCO Action.
2. Application Forms.
3. Plan for Providing Services including capacity of existing systems and financing for any needed improvements.
4. Analysis of City-Related LAFCo policies and conformity with the 2014 Memorandum of Agreement between the City of Gonzales and the County of Monterey.
5. Annexation Map and Legal Description.
6. Environmental Documentation.
7. City-County Property Tax Transfer Agreement adopted by both the City Council and the County Board of Supervisors.
8. Ordinance Designating Pre-Zoning of Affected Property.
9. Form Consenting to Inclusion of Property (for and from property owners within the annexation area).
10. Additional / Proposal-Specific Documents including:
 - A description of all steps being proposed (e.g. offsite conservation easements) to offset the proposal's impacts on agricultural land as well as agricultural buffers that are being proposed.
 - Other documents as may be necessary.
11. A City Council Resolution of Application to LAFCO.
12. LAFCo Processing and Filing Fees:
 - A check made out to LAFCo for processing of the application
 - State Department of Fish and Game environmental review fee

¹ The second specific plan under consideration for annexation and LAFCO action, the Puente del Monte Specific Plan, is being considered for major revision and is not prime at this point, October 2022.)

- (The copy of the receipt paid from City’s earlier filing).
- State Board of Equalization filing fee.

Consultant will be responsible for compiling the annexation applications, managing timelines and deliverables, and coordinating with the Community Development Director and other City staff as warranted.

If necessary, Consultant will work with the Vista Lucia Specific Plan development team and Rianda Family Trust to secure additional technical materials needed for the annexation application packet. This includes a map of the annexation area that conforms to the State Board of Equalization requirements as outlined in the State Board’s “*Change of Jurisdictional Boundary: Requirements for Statements, Geographic Descriptions, Maps and Fees.*” This may also include civil engineering conceptual plans or drawings depicting the planned infrastructure improvements.



**Figure 1
Location Map
Puente Del Monte
and Vista Lucia WSA
City of Gonzales**

Secondary tasks would include planning, development review, CEQA review and composition, ordinance and policy formation, economic development, mitigation monitoring and reporting, and other staff augmentation as assigned by the Community Development Director.

IV. Other Requirements

Minimum Qualifications of Personnel – While at least 10 years of municipal planning experience with a city or county in California is preferred, the City will review relevant experience and candidates for the right fit of experience and character. Candidates working under a larger planning team enterprise may include the depth of company experience to support the application to the City of Gonzales.

Conflict of Interest Requirements - The Consultant shall identify any potential conflicts of interest and provide mitigation efforts, if any, to eliminate or avoid any actual or perceived conflicts of interest. If a Consultant discovers a conflict during the execution of the contract, the Consultant must immediately notify the City of Gonzales regarding the conflicts of interest. The City may terminate the contract involving the conflict of interest, and failure by the Consultant to notify the City may also be grounds for termination of the contract.

General Information

- All information in the proposal should be organized and presented in a clear and concise format. Accuracy and completeness are essential. The successful response may be incorporated into a contract as an exhibit.
- The City reserves the right to reject any and/or all proposals, to waive any informality or minor defects in the proposals received, and to request or negotiate modifications to a proposal, if it is in the City's interest to do so.
- The City is not liable for any costs incurred by Consultant in preparing proposals in response to this RFP.
- All deliverables will become the property of the City of Gonzales.
- The successful Consultant must be an Equal Opportunity Employer.

Proposal Content and Format Requirements

Proposals shall be provided on 8.5" x 11" paper format and should be considerate of the document size being submitted as not being overly thick. (No hard page limit given here, but concise packages are appreciated.) Packages must include, but are not limited to, the following:

1. Statement of Qualifications:
 - a. Provide a clear and concise response as to why the City of Gonzales should select you for this work.
 - b. Provide a brief description of similar complex and procedurally heavy planning efforts that involved multiple agencies and or jurisdictions that you have been a principal project manager for. Include the name and telephone number of a contact person for each client who can verify the information provided.

2. Budget Proposal:

The City of Gonzales is expecting a “Time and Materials” response to this RFP, yet this LAFCo task is not open ended and is expected to be completed by June of 2023, or soon thereafter. The City requests that your response address as much as you can forecast, such as:

- a. Itemized costs for the components listed in the Scope of Work.
- b. Hourly rate.
- c. Costs for travel, meals, and lodging.
- d. If additional items beyond those outlined in this RFP are incorporated in the proposal, the estimated budget shall list those items separately with a full explanation of why the items are necessary.

Key Dates

Activity	Date
RFP Issued	October 11, 2022 (Tuesday)
Deadline for submitting questions	October 28, 2022 (Friday)
A Preproposal Meeting	October 31, 2022 @ 10:30 am (Via Zoom)
Deadline for submitting proposals	November 7, 2022 by 4 p.m. (Monday)
Interviews (City option to convene, or not)	November 14, 2022 (Monday)
Anticipated award date	November 21, 2022 (Monday) (City Council 6:00 pm)
Proposed start date / Kick-off Meeting	November 28, 2022 (Monday)

V. Evaluations and Selection Process

Evaluation

Initial Evaluation

Proposals received will undergo an initial review to determine compliance with the submittal deadline and requirements.

Evaluation Criteria

Proposals that satisfy the initial evaluation will be further evaluated based on the following criteria:

- A. Project Management
 - a. Demonstrable success delivering similar projects within scope, according to schedule, and within budget.
 - b. Firm and personnel qualifications.

- B. Experience
 - a. Experience of similar complex and procedurally heavy planning efforts that involved multiple agencies and or jurisdictions.

- b. Strong understanding of the requirements to process applications through LAFCo processes and certification through the California Board of Equalization.
- c. Experience with the Cortese-Knox-Hertzberg Act.

C. Execution of Scope of Work

- a. Understanding of the scope of work to be performed
- b. Response to project goals and scope of work
- c. Deliverables, methods, and procedures
- d. Budget and completion schedule

Selection Process

A committee comprised of City staff will review all submitted proposals. The City reserves the right to award the contract solely upon the Consultant’s submitted proposal and reserves the right to request oral interviews with the individual or selected firms to allow for clarification and expansion upon the written responses. If interviews are conducted, a maximum of three (3) individuals or firms will be selected for interviews. Selected firms will be notified by the City of the date, time, and place for their interviews and any other pertinent information. The project manager and key staff must be present at the interview. Virtual meetings by computer may be called for.

Shortly after the last interview, the committee will rank the firms based on the Evaluation Criteria, and performance at the interview. City staff will then attempt to negotiate an agreement with the top-ranked firm. If no agreement can be reached with the top-ranked firm, that firm will be dismissed, and staff will proceed with discussions with the second-ranked firm. This process may be repeated until an agreement can be negotiated that is satisfactory to both parties.

Price

In the event two or more responses are technically equivalent, the award may be made to the lower-priced proposal. The award may also be made to a higher-priced proposal if the City determines the higher price is justified due to technical merit.

Contract Implementation

Upon award notification and prior to final contract approval, the successful Consultant will be required to submit:

- Proof of insurance, as specified in the attached Consultant Services Agreement
- A completed W9 form and, if applicable, non-resident withholding exemption form, if not already on file with the City; and
- Proof of a current City of Gonzales business license.

Period of Performance

At the next available meeting date following contract negotiations, the agreement will be presented to the City Council for approval (November 21, 2022 target). If approved, performance will begin immediately following execution of contract agreement and will run through the completion of the contract scope.

VI. Submission Instructions

The City of Gonzales must receive a digital copy of the proposal no later than 4:00 p.m. PST November 4, 2022 (Friday). The digital submittal shall be e-mailed to Taven M. Kinison Brown tkinisonbrown@ci.gonzales.ca.us with the RFP name and Consultant name clearly shown in the email title. Late proposals will not be considered. Respondents take full responsibility for the City's receipt of the proposal. The City is not responsible for emails not received. All proposals and attached documents become the property of the City of Gonzales. Electronic Submittals shall be followed quickly by 3 hard copies the next day, or sooner.

Proposals should be submitted to:

The City of Gonzales Community Development Department
Attn: Taven M. Kinison Brown tkinisonbrown@ci.gonzales.ca.us

Questions or concerns regarding any aspect of this RFP shall be forwarded via e-mail to Taven M. Kinison Brown tkinisonbrown@ci.gonzales.ca.us so that they can be addressed in writing prior to the deadline for proposals. Questions and answers will be shared by the Community Development Director in an email that will include all interested parties. E-mail notifications and City responses are provided as a convenience only. It is the responsibility of the Consultant to complete a full and informed response to this RFP. Thank you for your consideration.

BACKGROUND DOCUMENTS

City of Gonzales:

The following documents provide both general information that should be reviewed when preparing proposals:

- **City of Gonzales 2010 General Plan (Revised June 2018)**
 - <https://gonzalesca.gov/government/information-center/general-plan>
- **Zoning Code**
 - <https://www.codepublishing.com/CA/Gonzales/#!/Gonzales12/Gonzales12.html>
- **2014 MOA Memorandum of Agreement with the County of Monterey**
 - <https://www.co.monterey.ca.us/home/showpublisheddocument/72656/636851373877130000>

ATTACHMENTS

Attachment A – Consultant Services Agreement Template